



IFW

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Appl. No.: **10/634,501**

Applicants: **Darrell ANDERSON et al.**

Filed: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT**

TC/A.U.: **2171**

Examiner: **Not yet assigned**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST RECONSIDERATION OF HOLDING OF ABANDONMENT**

Sir:

In response to the Notice of Abandonment Under 37 C.F.R. 1.53(f) or (g) (filed herewith) mailed on April 8, 2005, which set a period for response to expire on June 8, 2005, the applicants petition to withdraw the holding of abandonment.

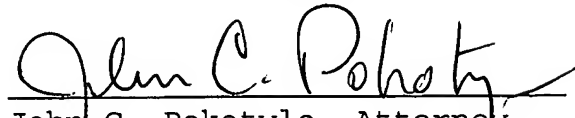
No fee is required.

Filed herewith are:

- (1) a true copy of the originally filed reply (with certificates of mailing highlighted); and
- (2) a properly itemized, date-stamped postcard receipt.

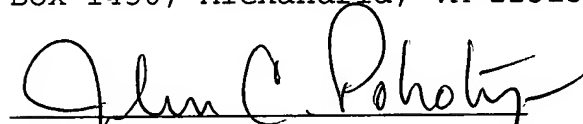
Respectfully submitted,

May 6, 2005

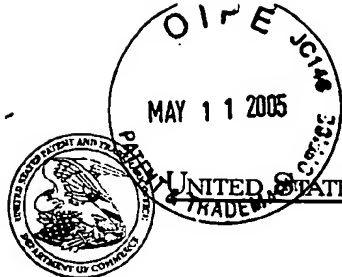
  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Tel.: (732) 542-9070

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **May 6, 2005** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo

36,242  
Reg. No.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
 www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
10/838,170	05/03/2004	Darrell Anderson	Google-54 (GP-064-06-US)

CONFIRMATION NO. 2691

ABANDONMENT/TERMINATION  
 LETTER



\*OC000000015692849\*

26479  
 STRAUB & POKOTYLO  
 620 TINTON AVENUE  
 BLDG. B, 2ND FLOOR  
 TINTON FALLS, NJ 07724

Date Mailed: 04/08/2005

### NOTICE OF ABANDONMENT UNDER 37 CFR 1.53 (f) OR (g)

The above-identified application is abandoned for failure to timely or properly reply to the Notice to File Missing Parts (Notice) mailed on 07/09/2004.

- No reply was received.

If a complete reply to the notice was previously filed by applicant within the time period set forth in the notice, applicant may request for reconsideration of the holding of abandonment within 2 months from the mailing of this notice of abandonment by filing a petition to withdraw the holding of abandonment under 37 CFR 1.181(a). No petition fee is required. The petition must be accompanied by a true copy of the originally filed reply and the item (s) identified in one of the following:

1. A properly itemized date-stamped postcard receipt (see MPEP § 503);
2. If the originally filed reply included a certificate of mailing or transmission in compliance with 37 CFR 1.8(a), a copy of the certificate of mailing or transmission and a statement in compliance with 37 CFR 1.8(b) (see MPEP §§ 512); or
3. If the reply was filed via Express Mail, a submission satisfying the requirements of 37 CFR 1.10(e) including, for example, a copy of the Express Mail mailing label showing the "date-in" (see MPEP § 513).

Any petition to withdraw the holding of abandonment should be directed to OIPE.

If applicant did not previously file a complete reply within the time period set forth in the notice, applicant may file a petition to revive the application under 37 CFR 1.137.

Under 37 CFR 1.137(a), a petition requesting the application be revived on the grounds of **UNAVOIDABLE DELAY** must be filed promptly after the applicant becomes aware of the abandonment and such petition must be accompanied by: (1) an adequate showing of the cause of unavoidable delay; (2) the required reply to the above-identified Notice; (3) the petition fee set forth in 37 CFR 1.17(l); and (4) a terminal disclaimer if required by 37 CFR 1.137(d). See MPEP § 711.03(c) and Form PTO/SB/61.

Under 37 CFR 1.137(b), a petition requesting the application be revived on the grounds of **UNINTENTIONAL DELAY** must be filed promptly after applicant becomes aware of the abandonment and such petition must be accompanied by: (1) a statement that the entire delay was unintentional; (2) the required reply to the above-

identified Notice; (3) the petition fee set forth in 37 CFR 1.17(m); and (4) a terminal disclaimer if required by 37 CFR 1.137(d). See MPEP § 711.03(c) and Form PTO/SB/64.

Any questions concerning petitions to revive should be directed to the "Office of Petitions" at (571) 272-3282.

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*A copy of this notice MUST be returned with the reply.*

R13L

Office of Initial Patent Examination (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

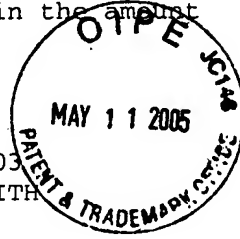
When stamped by the mailroom of the U.S. Patent and Trademark Office, this postcard will be taken as an acknowledgement of receipt by the PTO on the date indicated below of: a copy of the Notice to File Missing Parts of Application (PTO-1533), a transmittal (1 pg.), a fee transmittal (1 pg.) (in duplicate), a request for a four-month extension of time (2 pgs.), two executed declarations (5 pgs. each), and a check in the amount of \$3582.00, for filing as follows:

Applicants: Darrell ANDERSON et al.

Attorney Docket No.: Google-54 (GP-064-06-US)

Serial No.: 10/634,501 Filed: August 5, 2003

Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT"



Date of Mailing: May 3, 2004 (JCP/tp/ce)



Please type or print sign (+) inside this box -->

Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

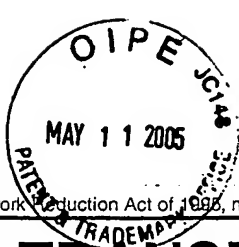
<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/634,501	
	<b>Filing Date</b>	August 5, 2003	
	<b>First Named Inventor</b>	Darrell ANDERSON	
	<b>Group Art Unit</b>	2171	
	<b>Examiner Name</b>	Not yet assigned	
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b>	Google-54 (GP-064-06-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input checked="" type="checkbox"/> Response to Missing Parts/ Incomplete Application <input checked="" type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>  Executed declarations
<b>Remarks</b>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 3, 2004

CERTIFICATE OF MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: <span style="border: 1px solid black; padding: 2px;">May 3, 2004</span>	
Typed or printed name	John C. Pokotylo
Signature	
Date	May 3, 2004

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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# FEE TRANSMITTAL for FY 2004

Effective 01/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 3582.00)

## Complete if Known

Application Number	10/634,501
Filing Date	August 5, 2003
First Named Inventor	Darrell ANDERSON
Examiner Name	Not yet assigned
Art Unit	2171
Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) due in connection with the filing submitted herewith☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1001 770	2001 385	Utility filing fee	770.00
1002 340	2002 170	Design filing fee	
1003 530	2003 265	Plant filing fee	
1004 770	2004 385	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	
SUBTOTAL (1)			(\$ 770.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
82	-20** = 62	X 18 =	1116.00
Independent Claims	4	-3** = 1	X 86 = 86.00
Multiple Dependent			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 18	2202 9	Claims in excess of 20
1201 86	2201 43	Independent claims in excess of 3
1203 290	2203 145	Multiple dependent claim, if not paid
1204 86	2204 43	**Reissue independent claims over original patent
1205 18	2205 9	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 1202.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	130.00
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 420	2252 210	Extension for reply within second month	
1253 950	2253 475	Extension for reply within third month	
1254 1,480	2254 740	Extension for reply within fourth month	1,480.00
1255 2,010	2255 1,005	Extension for reply within fifth month	
1401 330	2401 165	Notice of Appeal	
1402 330	2402 165	Filing a brief in support of an appeal	
1403 290	2403 145	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,330	2453 665	Petition to revive - unintentional	
1501 1,330	2501 665	Utility issue fee (or reissue)	
1502 480	2502 240	Design issue fee	
1503 640	2503 320	Plant issue fee	
1460 130	1460 130	Petitions to the Commissioner	
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 770	2809 385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 770	2810 385	For each additional invention to be examined (37 CFR 1.129(b))	
1801 770	2801 385	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			
SUBTOTAL (3)			(\$ 1,610.00)

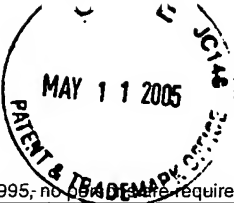
## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	May 3, 2004		

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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# FEE TRANSMITTAL for FY 2004

Effective 01/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27TOTAL AMOUNT OF PAYMENT (\$)  
3582.00

## Complete if Known

Application Number	10/634,501
Filing Date	August 5, 2003
First Named Inventor	Darrell ANDERSON
Examiner Name	Not yet assigned
Art Unit	2171
Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) due in connection with the filing submitted herewith  
☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	770	2001	385	Utility filing fee	770.00
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	
SUBTOTAL (1)					(\$) 770.00

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		Extra Claims		Fee from below		Fee Paid	
Independent	82	-20** =	62	X	18	=	1116.00
Multiple Dependent	4	-3** =	1	X	86	=	86.00

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	**Reissue independent claims over original patent
1205	18	2205	9	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$)  
1202.00

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1051	130	2051	65	Surcharge - late filing fee or oath	130.00
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	1,480.00
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(c)	
1806	180	1806	180	Submission of Information Disclosure	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
Other fee (specify)					
* Reduced by Basic Filing Fee Paid					
SUBTOTAL (3)					(\$) 1,610.00

## SUBMITTED BY

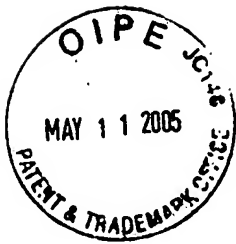
(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	May 3, 2004		

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.





IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicants: Darrell ANDERSON et al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT**

Examiner: Not yet assigned

Group Art Unit: 2171

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

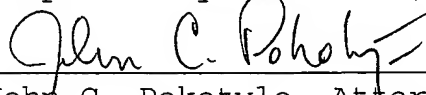
Sir:

REQUEST FOR A FOUR-MONTH EXTENSION OF TIME

In response to a "Notice to File Missing Parts of Application" (PTO-1533) which set a time for response to expire on January 3, 2004, please extend that period four-months to expire on May 3, 2004. The fee of \$ 1,480.00 has been included with the check for \$ 3582.00 filed herewith.

May 3, 2004

Respectfully submitted,

  
\_\_\_\_\_  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

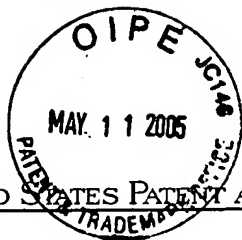
STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **May 3, 2004**, with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

  
\_\_\_\_\_  
John C. Pokotylo

36,242  
\_\_\_\_\_  
Reg. No.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
 www.uspto.gov

APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/634,501	08/05/2003	Narayanan Shivakumar	Google-54 (GP-064-06-US)

Straub & Pokotylo  
 Suite 83, Bldg. 6  
 1 Bethany Road  
 Hazlet, NJ 07730

CONFIRMATION NO. 8674

## FORMALITIES LETTER



\*OC000000011170689\*

Date Mailed: 11/03/2003

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted***Items Required To Avoid Abandonment:**

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 770 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).*
- The oath or declaration is missing.  
*A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.

The applicant needs to satisfy supplemental fees problems indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Additional claim fees of **\$1202** as a non-small entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.

**SUMMARY OF FEES DUE:**

Total additional fee(s) required for this application is **\$2102** for a Large Entity

- **\$770** Statutory basic filing fee.
- **\$130** Late oath or declaration Surcharge.

- Total additional claim fee(s) for this application is **\$1202**

- \$86 for 1 independent claims over 3.
- \$1116 for 62 total claims over 20.

Replies should be mailed to: Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

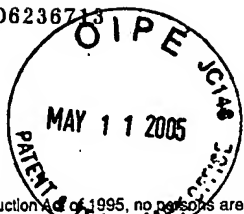
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*A copy of this notice **MUST** be returned with the reply.*

P. Phuong  
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<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted with Initial Filing  OR  <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	<b>Attorney Docket Number</b>	Google-54 (GP-064-06-US)
	<b>First Named Inventor</b>	Darrell ANDERSON
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	10/634,501
	<b>Filing Date</b>	August 5, 2003
	<b>Art Unit</b>	2171
	<b>Examiner Name</b>	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT

(Title of the invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) August 5, 2003 as United States Application Number or PCT International

Application Number 10/634,501 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

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## **DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application**

### **Power of Attorney:**

As a named inventor, I hereby appoint:

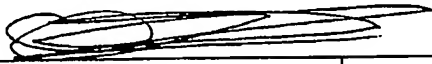
John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		26479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA			Telephone (732) 542-9070			Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Darrell				Family Name or Surname ANDERSON			
Inventor's Signature						Date	
Residence: City Mountain View			State CA		Country USA		Citizenship USA
Mailing Address 111 N. Rengstorff Ave., Apt. #167							
City Mountain View			State CA		ZIP 94043		Country USA
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Paul				Family Name or Surname BUCHHEIT			
Inventor's Signature 						Date 5-3-04	
Residence: City Mountain View			State CA		Country USA		Citizenship USA
Mailing Address 900 High School Way, Apt. #2324							
City Mountain View			State CA		ZIP 94041		Country USA
<input checked="" type="checkbox"/> Additional inventors are being named on the ...2... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

Please type a plus sign (+) inside this box ➡ **+**Modified PTO/SB/02A (11-00)  
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<b>DECLARATION AND POWER OF ATTORNEY</b>		<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jeffrey A.		DEAN	
Inventor's Signature		Date	
Residence: City Menlo Park	State CA	Country USA	Citizenship USA
Mailing Address 884 Fifteenth Avenue			
Mailing Address			
City Menlo Park	State CA	ZIP 94025	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 950 High School Way, Apt. #3135			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Carl Laurence		GONSALVES	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship Canadian
Mailing Address 428 Whisman Court			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA

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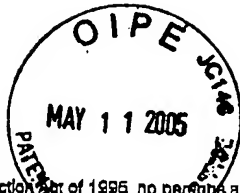
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5</b>
--	--

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature		Date	
Residence: City Palo Alto	State CA	Country USA	Citizenship USA
Mailing Address 455 Forest Avenue, Apt. #2			
Mailing Address			
City Palo Alto	State CA	ZIP 94301	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION</b> <b>(37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted with Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	<b>Attorney Docket Number</b>	Google-54 (GP-064-06-US)
	<b>First Named Inventor</b>	Darrell ANDERSON
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	10/634,501
	<b>Filing Date</b>	August 5, 2003
	<b>Art Unit</b>	2171
	<b>Examiner Name</b>	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT

(Title of the invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) August 5, 2003 as United States Application Number or PCT International

Application Number 10/634,501 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Power of Attorney:

As a named inventor, I hereby appoint:


John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number <span style="border: 1px solid black; padding: 2px;">28479</span>		OR <input type="checkbox"/> Correspondence address below	
Name <b>Straub &amp; Pokotylo</b>					
Address <b>620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor</b>					
City <b>Tinton Falls</b>		State <b>NJ</b>		ZIP <b>07724-3260</b>	
Country <b>USA</b>		Telephone <b>(732) 542-9070</b>		Fax <b>(732) 542-9071</b>	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any)) <b>Darrell</b>			Family Name or Surname <b>ANDERSON</b>		
Inventor's Signature 				Date <b>Mar 13, 04</b>	
Residence: City <b>Mountain View</b>		State <b>CA</b>		Country <b>USA</b>	
Citizenship <b>USA</b>					
Mailing Address <b>111 N. Rengstorff Ave., Apt. #167</b>					
City <b>Mountain View</b>		State <b>CA</b>		ZIP <b>94043</b>	
Country <b>USA</b>					
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any)) <b>Paul</b>			Family Name or Surname <b>Buchheit</b>		
Inventor's Signature				Date	
Residence: City <b>Mountain View</b>		State <b>CA</b>		Country <b>USA</b>	
Citizenship <b>USA</b>					
Mailing Address <b>900 High School Way, Apt. #2324</b>					
City <b>Mountain View</b>		State <b>CA</b>		ZIP <b>94041</b>	
Country <b>USA</b>					
<input checked="" type="checkbox"/> Additional inventors are being named on the ...2... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.					


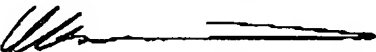
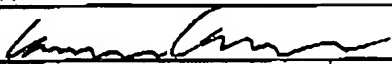
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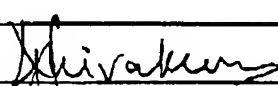
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>
--	--

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Jeffrey A.		DEAN	
Inventor's Signature 		Date 3/30/2004	
Residence: City Menlo Park	State CA	Country USA	Citizenship USA
Mailing Address 884 Fifteenth Avenue			
Mailing Address			
City Menlo Park	State CA	ZIP 94025	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature 		Date 5/3/2004	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 950 High School Way, Apt. #3135			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Carl Laurence		GONSALVES	
Inventor's Signature 		Date 3/23/2004	
Residence: City Mountain View	State CA	Country USA	Citizenship Canadian
Mailing Address 428 Whisman Court			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA

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POWER OF ATTORNEY****ADDITIONAL INVENTOR(S)**  
**Supplemental Sheet**  
**Page 5 of 5**

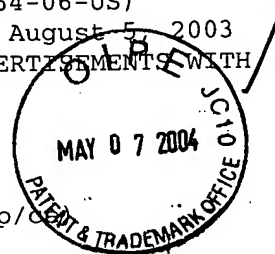
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature 		Date 3/23/04	
Residence: City Palo Alto	State CA	Country USA	Citizenship USA
Mailing Address 455 Forest Avenue, Apt. #2			
Mailing Address			
City Palo Alto	State CA	ZIP 94301	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature 		Date 23 <sup>rd</sup> MAR '04	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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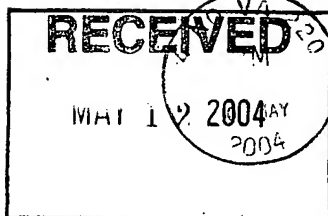


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Applicants: Darrell ANDERSON et al.  
Attorney Docket No.: Google-54 (GP-064-06-US)  
Serial No.: 10/634,501 Filed: August 5, 2003  
Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT"



Date of Mailing: May 3, 2004 (JCP/tp/004)



**STRAUB & POKOTYLO**  
620 Tinton Avenue  
Building B, 2ND Floor  
Tinton Falls, N.J. 07724-3260

7724-3260  
USPS 2002 recycled

